Starter Packages: The Fastest Way to SAP Business ByDesign

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Agenda

SAP Business ByDesign: A Quick Overview

Starter Packages

The Evatran Story

Summary

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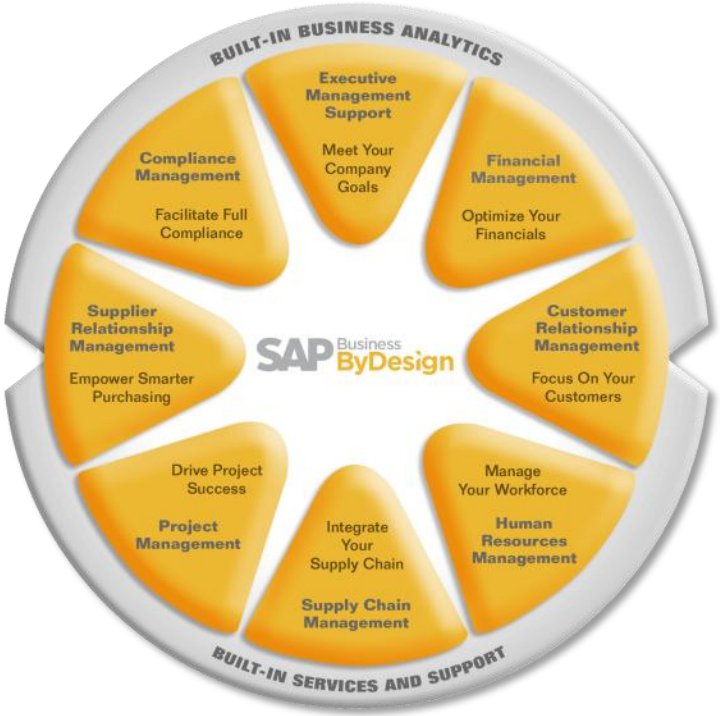
SAP Business ByDesign

Go-live methodology and services are integral to the solution



SAP Business ByDesign

- Comprehensive business solution built from the ground up
- Specifically for dynamic, growing, small and midsize companies

SAP & partner implementation experts configure SAP Business ByDesign to your business requirements, minimizing risk and conforming to your budget

- Fixed bid implementations, predictable results
- Tailored to the way you work
- Best practices applied to your business
- Get you up and running in 10 weeks – 12 weeks

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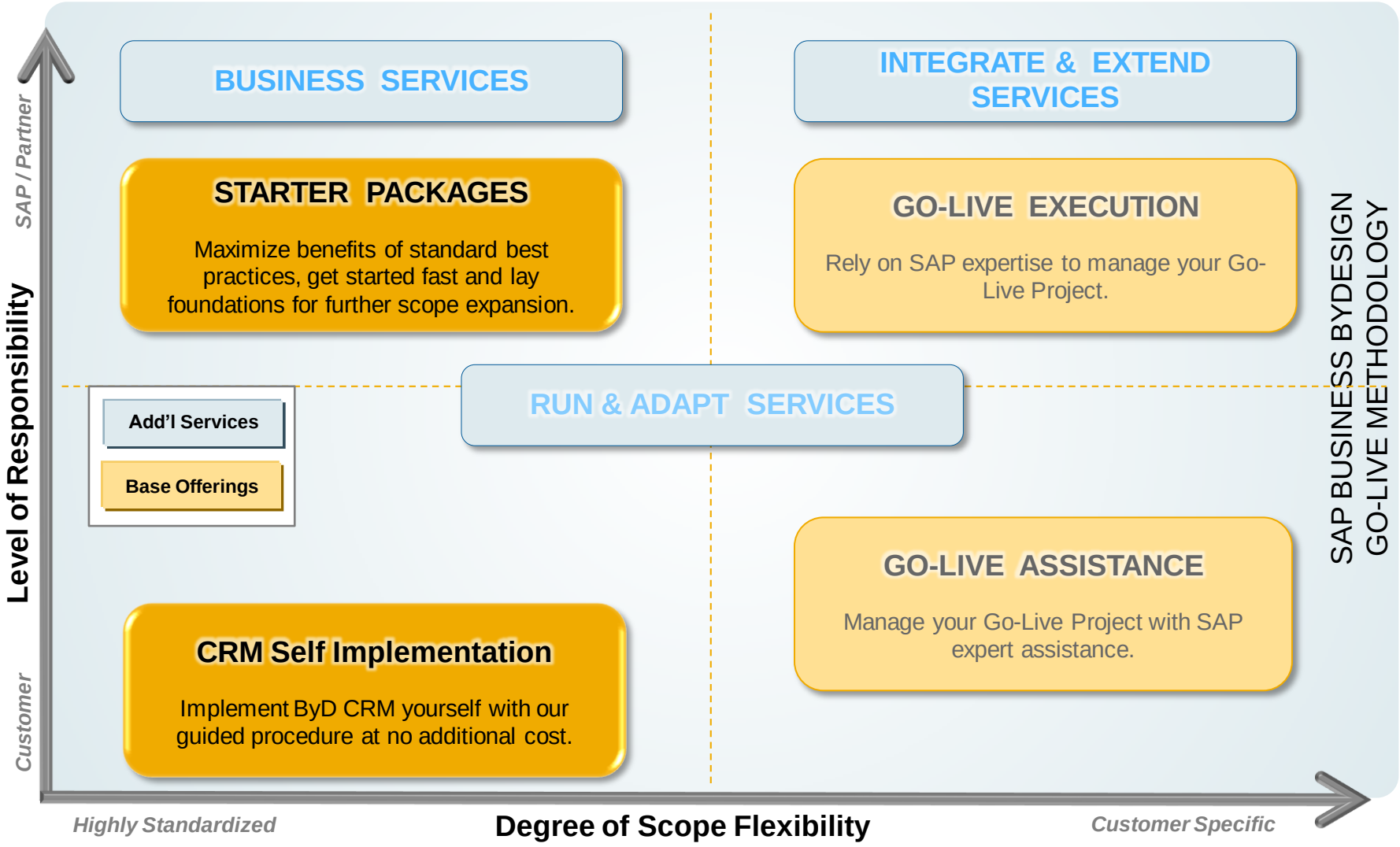
Business ByDesign service portfolio

Productized services based on level of flexibility and responsibility



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Starter Packages Portfolio – FP2.6

Customer relationships

Cost-affordable ERP starting point that solves immediate sales execution pain points, including marketing execution and opportunity pipeline visibility

Finance

Cost-affordable ERP starting point that builds a strong financial backbone as the on-ramp to the SAP Business ByDesign solution

Professional services

Cost-affordable ERP starting point for professional service companies to run their core business processes, both internal and customer facing

Logistics

Cost-affordable ERP starting point for product companies to efficiently manage inventory with integrated financials as they source and distribute products

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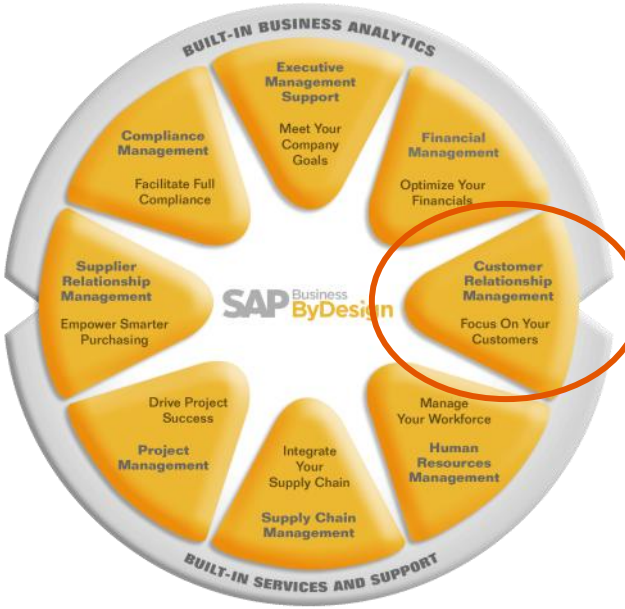
Self-contained subsets of SAP Business ByDesign



Example:

CRM Starter Packages

- CRM (SFA) subset of SAP Business ByDesign
- Everything a company needs to:
  - Generate leads
  - Manage opportunities
- Quick implementation
  - Less than 3 weeks
- Low price
  - $89/user/month
  - $13,500 implementation
- Seamlessly expand to the full suite when ready

Start small, ***dream big!***

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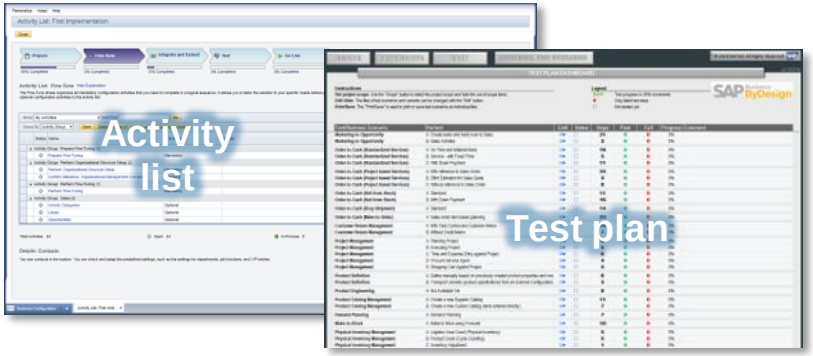
The starter packages implementation process

Complete predictability and transparency, minimum risk

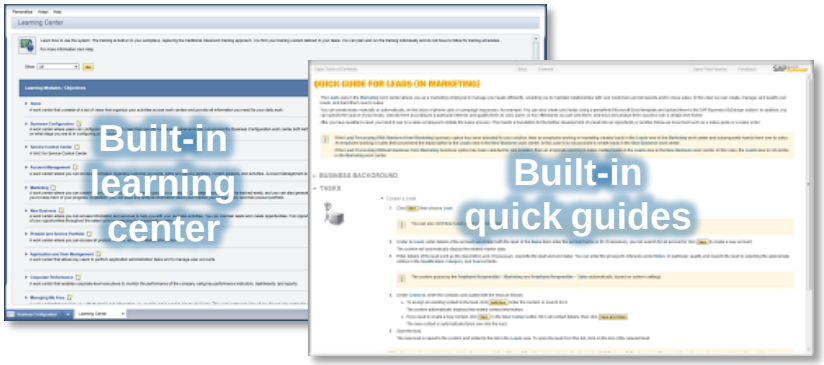
Project team enablement

Project management

Fine-tuning and testing



End user enablement



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Our featured speaker

Rebecca Hough
EVP and Co-founder

Evatran
energy without limits

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First major shift in the auto market in 100 years

First major shift in the auto market in 100 years

First major shift in the auto market in 100 years

SO WHAT'S THE PROBLEM?

Evatran™
energy without limits

“Sure, I’m green, as long as its convenient”

Evatran
energy without limits

Convenience is key

"**If it's too difficult to charge an electric vehicle, too inconvenient, the customers will not buy them**…"

"Today a lot of the work is around battery technology and the behavior of customers. **There is not a lot of work done around the charging technology, or the charging process itself, nor how to manage charging**."

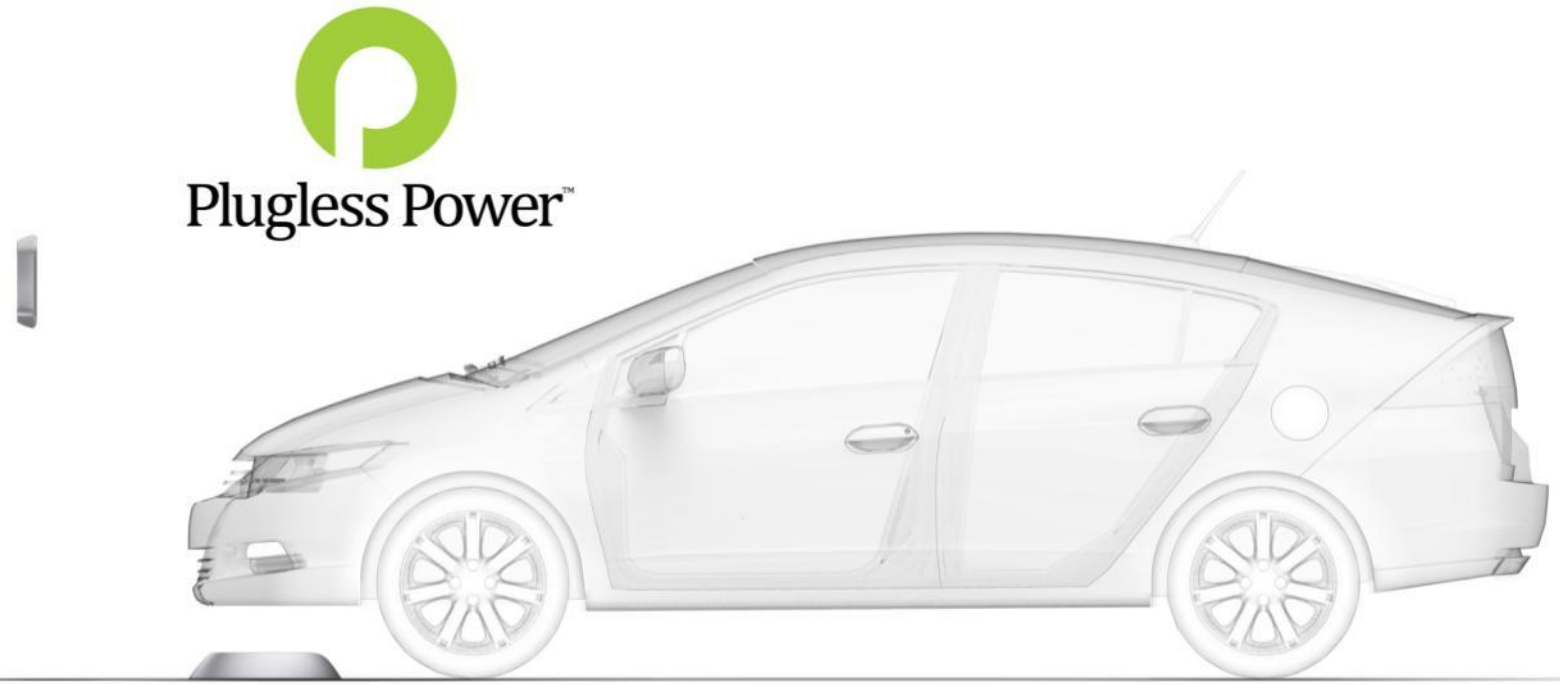
– Christian Feisst, Managing Director of Business Development for Smart Grid , Cisco Systems

Evatran
energy without limits

ISN’T THERE ANOTHER OPTION?

Evatran™
energy without limits

Hassle free, zero interaction connection process



Dual component system based on induction

The system is based on magnetic inductive, a technology that has been around for over 100 years. It consists of a vehicle adapter and an off-board station.

Vehicle Adapter

The first half of the system is the vehicle adapter, which is installed on the front undercarriage of the electric vehicle, forward of the tires . This includes both the receiving **(1) coil** of the system and **(2) a electronics module.**

Station

The matching half of the system is the station, including a **(1) parking pad** where the transmitting **coil** is housed, **(2) user panel** installed on the wall of the location, and **(3) power box** (not shown) installed at the 240V supply location.

New twist on a 25 year old company

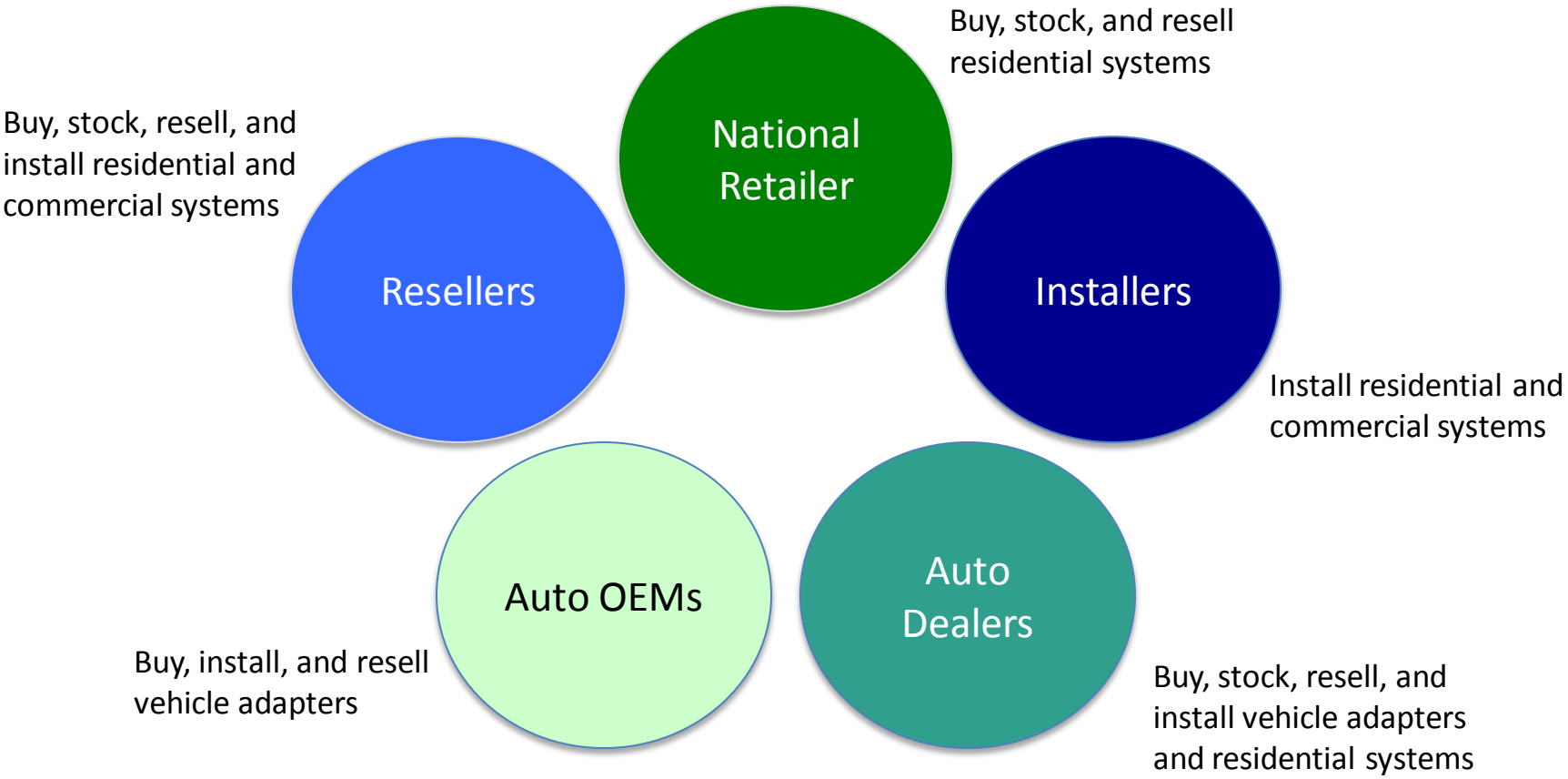
EVATRAN STARTED: 2009

HISTORY: Founded by MTC Transformers, a 25 year veteran of the transformer manufacturing industry

COMPANY MILESTONES:

- Proof of concept technology finished in Summer of 2009
- Approved for $1.75M R&D funding from the state of Virginia
- First revenues in March 2011 from our installation at the Google campus
- Looking to release news on a Tier 1 / OEM partnership by Summer 2011

Many partners and channels to develop / manage



Why ERP?

This new venture is entirely different from our parent company, MTC Transformers

With MTC, we use basic software but it does not allow us to manage both internal and external data as comprehensively as we need to for Evatran

Our goal was to put in a system that would allow us a clear picture of all of the different facets of the business and manage all our partners

Why SAP Business ByDesign?

Another lesson learned with MTC was the headaches of replacing software platforms with new software platforms as we grew

We went from using excel, to using Peachtree, to using our current system

We wanted to find a platform that we could grow into with Evatran without being held back. As a start-up, we also keep a close eye on cash

Why starter packages?

Starter packages

Starter packages have allowed us just the flexibility we were looking for with a platform

We still have many strategic decisions regarding Sales / Distribution / Partnership that will shape the type of software we will need

Starter packages have allowed us to set up what we need now, and wait for what we might need later

Working with SAP

SAP has been responsive to questions and implementation challenges

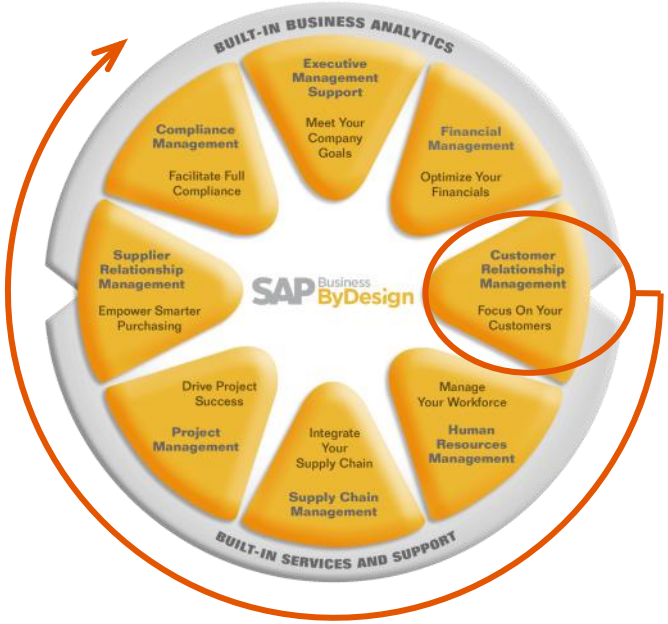
SAP has worked with us to help make the SAP Business ByDesign solution work harder for us

Summary

The right way to jump into the cloud

SAP Business ByDesign

Start small with starter packages



- Expand to a full integrated solution
- 30 end-to-end business processes

In contrast…

Working with point solutions…

- "Duct tape" integration
- No "single throat to choke"
- No seamless end-to-end processes

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Thank You!

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